

Client Background

O'Charley's is a leading operator in the casual-dining segment with more than 360 restaurants in almost 30 states. Its namesake chain includes about 240 company-owned and franchised locations mostly in the Midwest. O'Charley's also owns Ninety Nine Restaurants and a chain of more than 110 casual-dining spots located primarily in New England. In addition, the company operates 10 Stoney River Legendary Steaks locations offering more-upscale dining options. O'Charley's has approximately 11,000 employees.

Situation/
Opportunity

In early 2008 MTM provided key chains with the O'Charley's logo to be given to employees in recognition of three years of service. In October, MTM and other recognition vendors were invited to make a presentation to a committee for the O'Charley's service award program.

MTM presented:

- Early Recognition
- Achievement Recognition
- Store Incentives
- i3™ Program
- Custom Awards
- Custom Lapel Pins

Goals

- Create a program that would recognize employees for both milestone years and non-milestone years of service
- Create a custom lapel pin to recognize employees for "Non-Milestone Years"
- Select milestone awards that would appeal to O'Charley's demographics
- Streamline and enhance the administration process

Results

After presenting MTM capabilities and unique recognition options to O'Charley's, MTM was chosen as the recognition provider. MTM worked together with O'Charley's to create a service award program utilizing MTM's i3 Solution which provided product selection flexibility and design options for their brochure and collateral material.